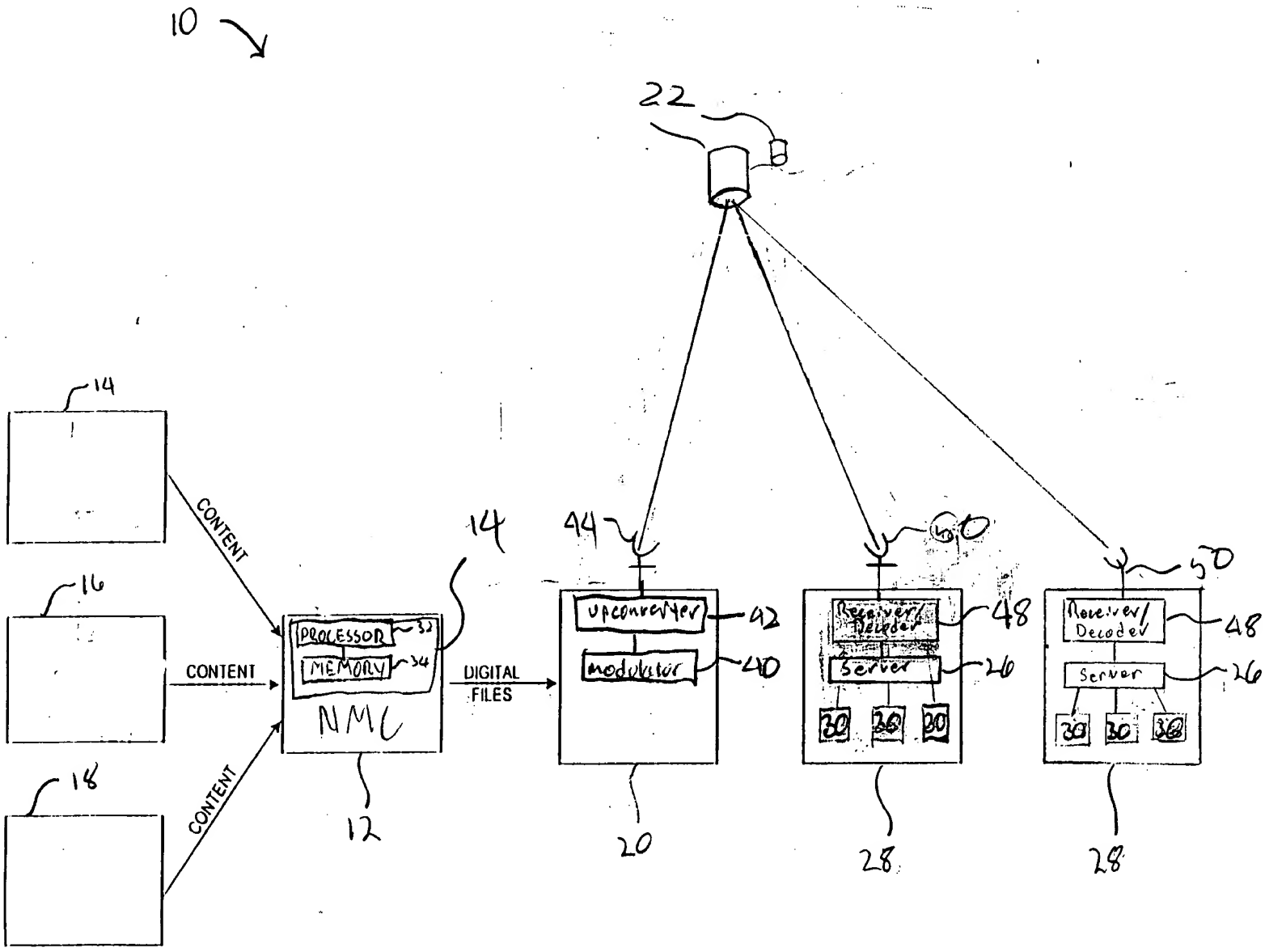
10
22
14
16
18
CONTENT
CONTENT
CONTENT
PROCESSOR
32
MEMORY
34
NMC
12
14
DIGITAL FILES
44
upconverter
42
modulator
40
20
50
Receiver/ Decoder
48
Server
26
30
28
50
Receiver/ Decoder
48
Server
26
30
28

FIG. 1

86080-86084

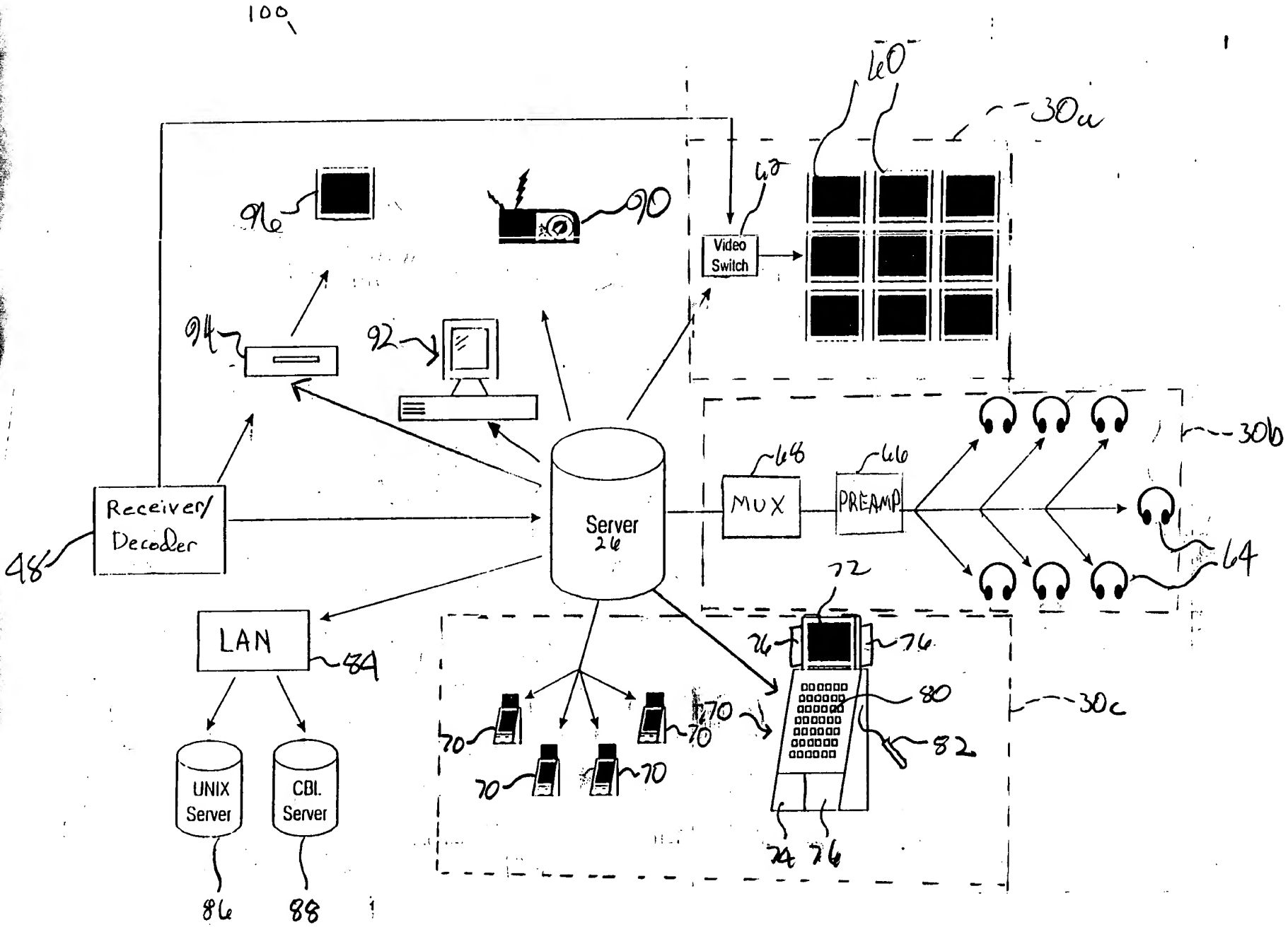

FIG. 2

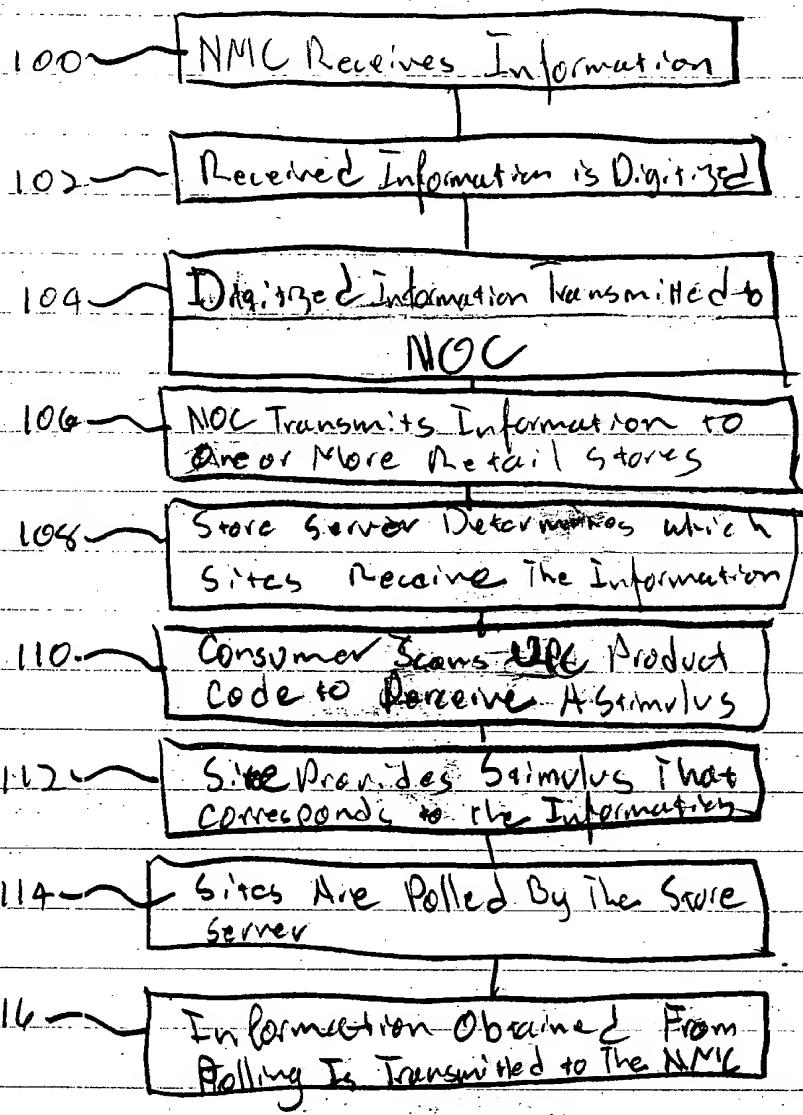
100
NMC Receives Information
102
Received Information is Digitized
104
Digitized Information Transmitted to NOC
106
NOC Transmits Information to One or More Retail Stores
108
Store Server Determines which Sites Receive The Information
110
Consumer Scans UPC Product Code to Receive A Stimulus
112
Site Provides Stimulus that corresponds to the Information
114
Sites Are Polled By The Store Server
116
Information Obtained From Polling Is Transmitted to The NMC

FIG. 3

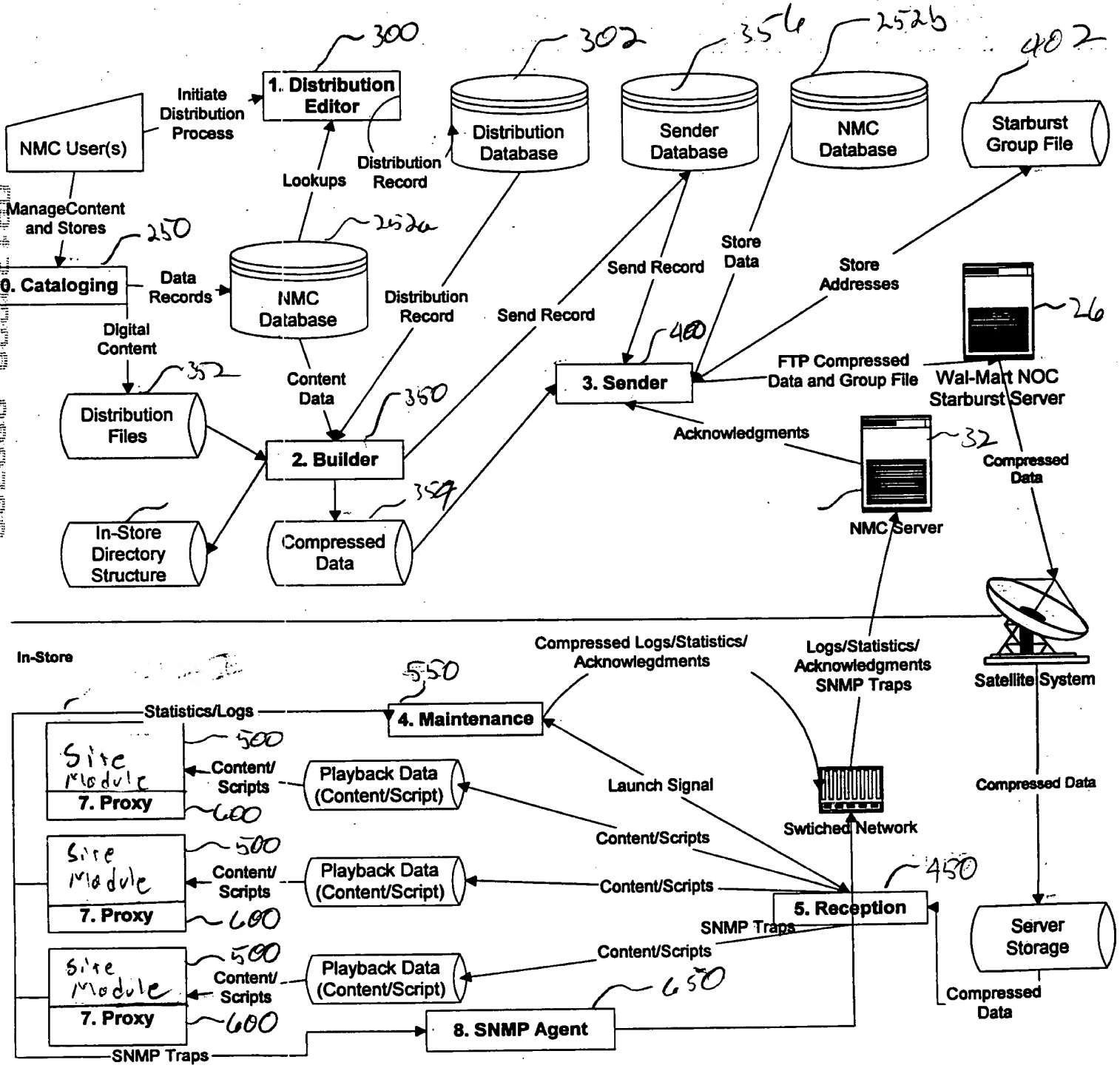
300
302
356
252b
402
1. Distribution Editor
Initiate Distribution Process
NMC User(s)
Distribution Database
Sender Database
NMC Database
Starburst Group File
Lookups
Distribution Record
ManageContent and Stores
250
252a
0. Cataloging
Data Records
NMC Database
Distribution Record
Send Record
Store Data
Store Addresses
Send Record
400
26
Digital Content
352
Content Data
3. Sender
FTP Compressed Data and Group File
Wal-Mart NOC Starburst Server
Distribution Files
350
2. Builder
Acknowledgments
32
Compressed Data
In-Store Directory Structure
354
Compressed Data
NMC Server
In-Store
Compressed Logs/Statistics/ Acknowledgments
Logs/Statistics/ Acknowledgments SNMP Traps
Satellite System
550
Statistics/Logs
4. Maintenance
500
Site Module
Content/ Scripts
Playback Data (Content/Script)
7. Proxy
600
Launch Signal
Compressed Data
Swtiched Network
Content/Scripts
450
Content/Scripts
5. Reception
SNMP Traps
Server Storage
Content/Scripts
650
Compressed Data
8. SNMP Agent
SNMP Traps

FIG. 4